



**DEPARTMENT OF THE AIR FORCE  
AIR EDUCATION AND TRAINING COMMAND**

MEMORANDUM FOR SHEPPARD AFB ORGANIZATIONS

22 July 2010

FROM: 82 TRW/PA

SUBJECT: Rules of Engagement for Social Media

1. Sheppard organizations, i.e., groups, squadrons, and units and activities may establish official social media accounts such as Facebook, Twitter, etc. Each entity is required to notify the 82<sup>nd</sup> Training Wing Public Affairs Office of their intent prior to creating a site. Only those organizations that have been identified by Public Affairs will be considered official unit pages recognized by Sheppard and the Air Force. PA, at all times, will maintain official Sheppard AFB social media accounts and all official communications from wing leadership.

2. Organizations choosing to create a social media presence must link with Sheppard's official presence on that specific site. For example, Facebook Pages must "Like" the official Sheppard page. Each organization must also add the official Sheppard page as a "Favorite." Organizations with a Twitter account must "Follow" the official Sheppard Twitter site.

3. Each social media account will promote morale within the organization while maintaining good order and discipline, represent the Air Force Core Values and high standards. While it is up to each organization to police its page, the 82<sup>d</sup> Training Wing Public Affairs Office will periodically monitor Sheppard organizational pages for appropriateness, security and policy adherence.

4. Each organizational page will have the following disclaimer on the info page:  
"The appearance of hyperlinks does not constitute endorsement by the U.S. Air Force of this website or the information, products or services contained therein. For other than authorized activities such as military exchanges and Morale, Welfare and Recreation sites, the U.S. Air Force does not exercise any editorial control over the information you may find at these locations. Such links are provided consistent with the stated purpose of this U.S. Air Force website."

5. Rules of Engagement:

a. Please make sure that the comments you wish to enter comply with the rules of common sense and decency. Comments will be reviewed and rejected if they:

1. are obscene, pornographic or sexually explicit;
2. depict graphic or gratuitous violence;

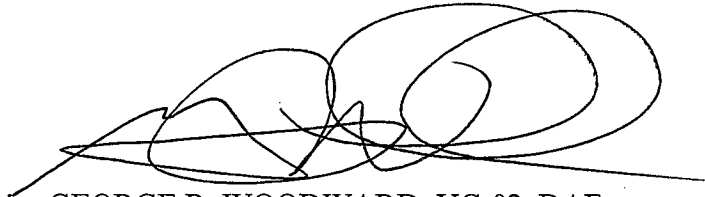
3. make threats of any kind or that intimidate, harass or bully anyone;
4. are derogatory, demeaning, malicious, defamatory, abusive, offensive or hateful.

b. The managers of (YOUR UNIT'S PAGE) also reserve the right to remove/reject any post that interferes with the intent of the page.

6. Those participating should review "New Media and The Air Force" for complete guidance from SAF/PA.

7. Each organization will appoint a primary and alternate Point of Contact for the administration of their page.

8. Call Public Affairs at 676-2732 if there are any concerns about what will or has been posted.

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke at the end.

GEORGE R. WOODWARD, YC-02, DAF  
Director, Public Affairs